

EN # 339644

# New Order

cc: (PF) DT

Media: TV  
 Client: David Levandansky  
 Product: Election  
 Estimate: 203  
 Description: Levandansky October-November buy  
 Version: 1  
 Comments:

Market: Pittsburgh  
 Demo: Adults 35+  
 Separation: 30  
 Flight Start: 10/29/12  
 Flight End: 11/11/12  
 Survey: DMA/Nielsen

Vendor: WPXI-TV  
 AE: Jay Bartley  
 Phone:  
 Fax:

Billing To: Caps Lock Communications  
 700 River Avenue, Suite 416  
 Pittsburgh, PA 15212  
 Phone: 412-321-8911  
 Fax: 412-321-8916  
 Order Number: 1005542

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	10/29	11/5	Total Spots	Adults 35+ RTG	CPP
1	Su 8:00A-10:00A (CHIT NWS SLAM)	EM	\$750.00	C 30	1	0	1	3.1	\$241.94
2	M 10:00A-11:00A (ELLEN)	DT	\$670.00	C 30	0	1	1	2.7	\$248.15
3	Su 5:30A-8:00A (AM NEWS)	EM	\$675.00	C 30	1	0	1	2.3	\$293.48
4	Sa 8:00A-10:30A (AM NEWS/TODAY SHOW)	EM	\$750.00	C 30	0	1	1	2.2	\$340.91
5	MTu 7:00A-8:00A (TODAY SHOW)	EM	\$1,200.00	C 30	0	1	1	3.5	\$342.86
6	WTHF 11:35P-12:35A (TONIGHT SHOW)	LF	\$1,400.00	C 30	0	1	1	3.1	\$451.61
7	M 7:00P-7:30P (JEOPARDY)	PA	\$3,350.00	C 30	0	1	1	5.8	\$577.59
Total Spots:							7		
Total GRP/GIMP(000):							22.7		
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots						
11/2012	\$8,795.00 - 7	\$0.00 - 0	\$8,795.00 - 7						
Total Gross Cost:			\$8,795.00						
Total Net Cost:			\$7,475.75						
Total Gross CPP:			\$387.44						
Total Net CPP:			\$329.33						

Disclaimer:  
 ?Any value-added is greatly appreciated.  
 ?Makegoods must air in flight, in day part purchased. Otherwise, approval is required.  
 ?Half hour separation between spots is required.  
 ?Buy will be posted against most recent book.  
 ?(2) COPIES OF NOTARIZED INVOICES AND NOTARIZED SCRIPTS ARE REQUIRED FOR CO-OP PURPOSES. All invoicing should be titled in the name of Advertiser c/o Caps Lock Communications and mailed to our address on this order. The invoice will be audited and forwarded to the client for payment. By accepting this order, the station agrees to hold the client solely liable on payment.

1x 675 Su 5:30A-8A

Revised 8/8/12 8:00 AM